

# CASK MARQUE (continued)

## Is Cask Marque part of CAMRA?

No, Cask Marque is completely independent and has no ties to any other company.

## Does Cask Marque encourage cold beer?

No! The temperature specifications we use are set by the brewers in the industry and are a reflection of what temperature they think their beer tastes best at. To score full marks cask ale must be served at 11-13°C +/- 1°C (10-14°C). Marks are lost below 10°C and above 14°C and an automatic failure kicks in if the beer is served over 15°C.

## Does Cask Marque go the pub or licensee?

The Cask Marque Award goes to the licensee for their skill in handling beer and is transferrable between pubs. You will need to take your plaque with you if you move. Equally if you decide not to continue with your membership at any stage then you must remove the plaque from the pub. Call us to find out what you need to do.

## What training do Cask Marque assessors have?

All Cask Marque Assessors are highly qualified with extensive experience in the cask ale industry. In addition, each assessor's tasting skills are tested every year by a company who are internationally recognised for taste profiling of beers.

## Do Cask Marque make appointments for the visits?

The very first visit will include a Scores on the Cellar Doors Audit and we will phone to let you know when we are coming so the cellar manager or licensee can meet the assessor and get the maximum value from the visit. Other visits will be unannounced and can happen at any time of day when the pub is open and serving customers.

## How many beers do Cask Marque test?

We will test a maximum of 6 cask ales including the slowest selling beer. If the beer is served to the assessor then it will be considered on sale and as such included in the assessment. If you think the beer is not suitable for the assessor to test then by all means don't offer it but you will be expected to explain why and then if appropriate take it off sale.

## Do Cask Marque assessors pay for their beer samples?

No, all samples must be provided free of charge.

## How to complain to Cask Marque

If you want to complain or comment about anything to do with Cask Marque or the pubs involved in the scheme we would welcome your feedback.

Please email [info@cask-marque.co.uk](mailto:info@cask-marque.co.uk)

or write to the address below.

01206 752212

[www.cask-marque.co.uk](http://www.cask-marque.co.uk)



# CASK MARQUE at a glance

## Who are Cask Marque?

Cask Marque is an independent non-profit making organisation set up to improve the quality of cask ale in pubs by way of an accreditation scheme.

## How does Cask Marque accreditation work?

One of Cask Marque's fifty qualified assessors will visit each pub a minimum of twice a year and sample all the cask ales on sale, up to a maximum of six. Each beer on sale must pass the test. As of January 2018 we started visiting the cellar as part of the initial accreditation process.

## What does Cask Marque cost?

Please see the application form or our website for up to date pricing.

## What is a Cask Marque sponsor?

Sponsors help not only with the cost, but can provide technical advice and expertise to a pub going for accreditation. Call us on **01206 752212** and we can advise on the best sponsor.

Or visit our website for a full and up to date list. [www.cask-marque.co.uk/sponsors](http://www.cask-marque.co.uk/sponsors)

## I only sell one cask ale, can I apply for Cask Marque?

Cask Marque is interested in the quality of cask ale, not the quantity on sale. Customers will always prefer one beer in perfect condition, versus two average ones. So yes, one beer is fine.

## How do I pass Cask Marque?

Each beer on sale is tested on temperature, appearance, aroma and taste.

Every beer presented to the assessor for tasting (maximum of 6) must score at least 16/20. The target temperature is 10-14°C as recommended by most brewers, but it is possible to pass with beer at no higher than 15°C.

As of 1st January 2018 the first visit also includes a "Scores on the Cellar Doors" cellar audit.

You must achieve a 3 Star rating in this as well in order to become accredited.

More details can be found at [www.sotcd.co.uk](http://www.sotcd.co.uk)

## How long does it take to apply for Cask Marque?

If you phone and pay over the phone we will complete all the paperwork for you.

Your allocated assessor will then phone you to let you know when they will be coming so you can be there to meet them. This should be within 4 weeks.

If you pass the 1st cellar and beer inspection then you will receive a visit in six months' time, with the occasional surprise visit to ensure standards don't slip when we aren't expected!

Your membership lasts for one year and you then have the option of renewing.

## What happens if I fail a Cask Marque inspection?

If a pub fails an inspection on either the beers or the Scores on the Cellar Doors audit then a retest will be required to either gain or continue with Cask Marque membership.

With the help of your sponsor you must make improvements and we will then revisit in one month's time.

Cask Marque can remove the plaque and accreditation at any time it feels standards are not being met. Charges may be applicable for retests if sufficient improvements have not been made.

